

Last Received: 08/21/2012 3:31 PM
Showing Buylines: All Lines

Station	KSNV-TV LAS VEGAS, NV.
Advertiser	() .AMER 4 PROSPERITY
Product	AM 4 PROSPERITY SEN
Estimate#	514
Buyer	KAREN BENCKINI
Phone#	
Fax#	

Agency () MENTZER MEDIA
600 FAIRMONT AVE, S#306
TOWSON, MD 21286

Agency C/P1/P2/E //514

Flight Dates 08/22/2012 - 08/28/2012

Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY

Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

$$SC = *$$

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	W-F	6A-7A		:30	\$1,000.00	08/22-08/24	3	1	3	\$3,000.00	
		Buyline Comment: NEWS										
	2	W-TH	7A-9A		:30	\$1,500.00	08/22-08/23	2	1	2	\$3,000.00	
		Buyline Comment: TODAY										
	3	W-TH	9A-10A		:30	\$900.00	08/22-08/23	3	1	3	\$2,700.00	
		Buyline Comment: TODAY II										
	4	W-TH	10A-11A		:30	\$450.00	08/22-08/23	3	1	3	\$1,350.00	
		Buyline Comment: TODAY III										
	5	W-F	5P-630P		:30	\$1,200.00	08/22-08/24	3	1	3	\$3,600.00	
		Buyline Comment: NEWS										
	6	W-F	3P-4P		:30	\$450.00	08/22-08/24	3	1	3	\$1,350.00	
		Buyline Comment: PHIL										
	7	W-F	630P-730P		:30	\$1,300.00	08/22-08/24	3	1	3	\$3,900.00	
		Buyline Comment: WH/JEP										
	8	W-F	11P-1135P		:30	\$1,100.00	08/22-08/24	3	1	3	\$3,300.00	
		Buyline Comment: NEWS										
	9	W-F	1135P-1235A		:30	\$750.00	08/22-08/24	3	1	3	\$2,250.00	
		Buyline Comment: TON SHOW										

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---	---	-----	-----	-----	----	-----	-----	-----	----	-----	-----	-----
	10	SA	6A-7A		:30	\$350.00	08/25-08/25	1	1	1	\$350.00	
				Buyline Comment: NEWS								
	11	SA	7A-9A		:30	\$625.00	08/25-08/25	1	1	1	\$625.00	
				Buyline Comment: SAT TODAY								
	12	SA	5P-630P		:30	\$650.00	08/25-08/25	1	1	1	\$650.00	
				Buyline Comment: NEWS								
	13	SA	630P-730P		:30	\$500.00	08/25-08/25	2	1	2	\$1,000.00	
				Buyline Comment: JEP/WH								
	14	SA	730P-8P		:30	\$375.00	08/25-08/25	1	1	1	\$375.00	
				Buyline Comment: VEGAS INC								
	15	SA	11P-1135P		:30	\$1,100.00	08/25-08/25	1	1	1	\$1,100.00	
				Buyline Comment: NEWS								
	16	SU	7A-8A		:30	\$625.00	08/26-08/26	1	1	1	\$625.00	
				Buyline Comment: SUN TODAY								
	17	SU	930A-10A		:30	\$500.00	08/26-08/26	1	1	1	\$500.00	
				Buyline Comment: CM								
	18	SU	5P-630P		:30	\$650.00	08/26-08/26	1	1	1	\$650.00	
				Buyline Comment: NEWS								
	19	SU	8P-9P		:30	\$1,100.00	08/26-08/26	1	1	1	\$1,100.00	
				Buyline Comment: NEWS AFT NFL								
	20	SU	11P-1135P		:30	\$1,100.00	08/26-08/26	1	1	1	\$1,100.00	
				Buyline Comment: NEWS								

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Salesperson FAX# 215-568-1845

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	21	SU	1135P-12A		:30	\$400.00	08/26-08/26	1	1	1	\$400.00		
			Buyline Comment: SPORTS NIGHT										
	22	TU	6A-7A		:30	\$1,000.00	08/28-08/28	1	1	1	\$1,000.00		
			Buyline Comment: NEWS										
	23	M	7A-9A		:30	\$1,500.00	08/27-08/27	1	1	1	\$1,500.00		
			Buyline Comment: TODAY										
	24	M	9A-10A		:30	\$900.00	08/27-08/27	1	1	1	\$900.00		
			Buyline Comment: TODAY II										
	25	TU	10A-11A		:30	\$450.00	08/28-08/28	1	1	1	\$450.00		
			Buyline Comment: TODAY III										
	26	M-TU	3P-4P		:30	\$450.00	08/27-08/28	2	1	2	\$900.00		
			Buyline Comment: PHIL										
	27	M	5P-630P		:30	\$1,200.00	08/27-08/27	1	1	1	\$1,200.00		
			Buyline Comment: NEWS										
	28	M-TU	630P-730P		:30	\$1,300.00	08/27-08/28	2	1	2	\$2,600.00		
			Buyline Comment: JEP.WHEEL										
	29	TU	11P-1135P		:30	\$1,100.00	08/28-08/28	1	1	1	\$1,100.00		
			Buyline Comment: NEWS										
	30	M-TU	1135P-1235A		:30	\$750.00	08/27-08/28	2	1	2	\$1,500.00		
			Buyline Comment: TON SHOW										
	31	SU	8A-9A		:30	\$3,000.00	08/26-08/26	1	1	1	\$3,000.00		
			Buyline Comment: MTP										

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Phone#		Hiatus Weeks		Salesperson FAX#	215-568-1845
Fax#					

---REPORT TOTALS---

Report Totals: 52 / \$47,075.00

---SALES MONTHLY TOTALS---

Aug 12:	40 / \$35,925.00	Sep 12:	12 / \$11,150.00
Sales Totals: 52 / \$47,075.00			
Station Totals: 52 / \$47,075.00			
Lines not sent/rcld/rtrn: 0 / \$0.00			

---COMPETITIVE---

Market Totals	\$156,917	CATV	0%	KBLR	0%	KINC	0%	KLAS	30%	KSNV	30%
		KTNV	25%	KTUD	0%	KVCW	0%	KVMY	0%	KVVU	15%
		XXXX	0%								

---COMPETITIVE COMMENTS---

NEW ORDER
EST SHARES

Books	JUL12
Demos	RA35+

--- CREDIT RISK ---

CASH IN ADVANCE